

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 24, 1998

RJR Account #023880
(Fax (603) 669-5423
Mr. D. Beaudet
ASSOCIATED GROCERS

MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266

Dear David:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 75 SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
5	Winston FF Box	12300-25252
5	Winston Light Box	12300-25253

8101-364

Product PO #G70391DB ; Displays PO #G70381DB

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: April 27, 1998**

Displays (Item #541085)

SKU CUBE: **1.7500**

SKU WT (w/o Product): **3.7500 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **~~\$2,810.01~~**

#2954.41

51859 6428

MAY .70¢ 2-Pack Tear Tape
ASSOCIATED GROCERS

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED WHOLESALE PACKING INSTRUCTIONS***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$140.00 (5 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Deshanes

RJR / B. Cook

L. E. MacWilliams

Note to RJR Manager:

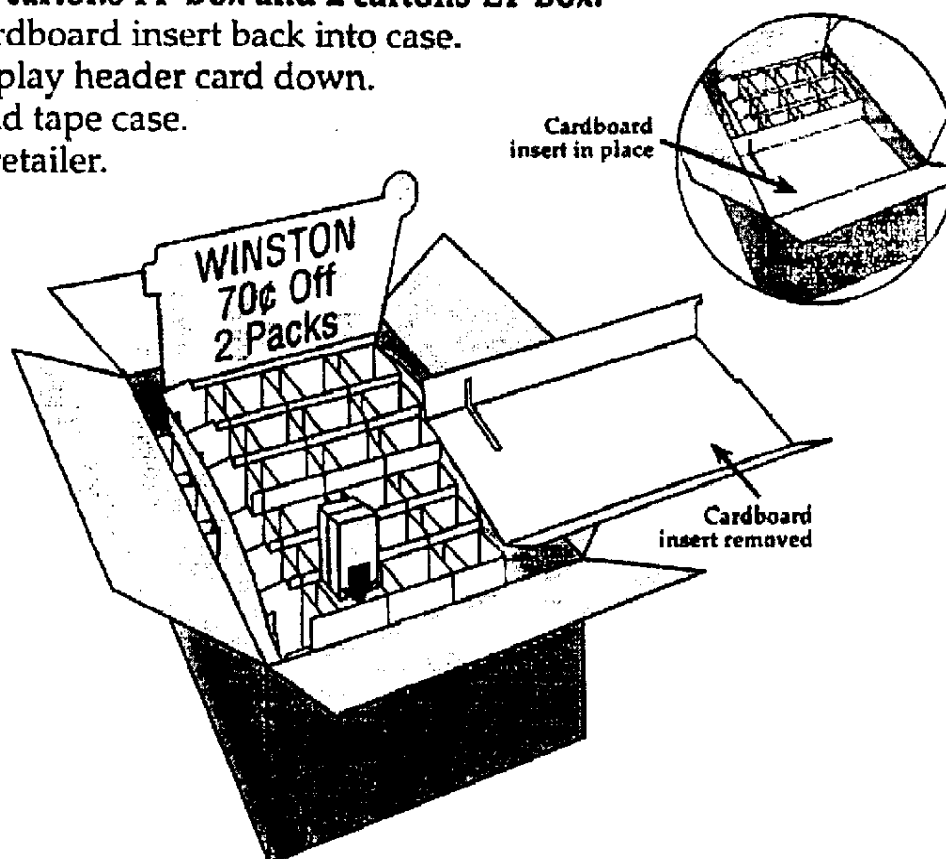
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

51859 6429

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****2ND QTR.'98****May WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit
Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

51859 6430

WORKPLAN VAP TEMPLATE LISTING

PAGE: 1
DATE: 98-03-24
TIME: 12:23 PM

DESEALER : 023880 ASSOCIATED GROCERS OF <DIRECT>
MPATE : 800266 80500 WIN MAY , 70/2 NO
MPATE SEQ : 0905
LES LEVEL : 16XXXX

ERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
112204	112227	259388	GRANTS SUPERMARKET	ROUTE 302	GLEN	NH	03838	3			10188	(603) 383-4282
112206	112220	755837	DEEP MEADOW VARIETY	93 LINDEN AVE	EXETER	NH	03833	2			10125	(603) 383-9742
112207	112227	767703	GRAY MARKET PLACE	RT 100 GRAY PLAZA	ME	04039	3	4			10189	(207) 657-3346
112208	112225	100152	PLUMMER'S SUPER MKT	RR 2 BOX 38	ME	04093	4	4			10470	(207) 727-3126
112208	112225	247422	NEW DURHAM GENERAL	3 OLD BAY RD	NH	03855	2	2			10470	(603) 859-5400
112604	112622	253338	DAIRY MART 850	271 SPRING ST	MA	02155	2	2		2757-1100	90331	(781) 391-7882
112605	112623	106764	ELM ST MARKET	178 ELM ST	MA	02149	3	3			90331	(617) 387-5520
112805	112827	103306	VILLAGE KNOWL	107 W MAIN ST	MA	01527	3	3			10353	(508) 865-9290
112806	112825	755567	CHARLES VARIETY	30 DOUGLAS ST	MA	01569	3	3			90275	(508) 278-7522
113006	113021	108119	BOSTON I STORE	410 HANOVER ST	MA	02113	2	2			90328	(617) 523-4056
113007	113025	759000	CHARLIE'S COUNTRY ST	319-B TREMONT STR	MA	02769	1	1			90083	(617) 523-4215
162301	162323	113967	KEELER BAY VARIETY	500 ROUTE 2	VT	05486	1	1			90433	(802) 372-4465
162301	162323	623843	A AND B BEVERAGE	ROUTE #2	VT	05458	1	1			90433	(802) 372-4465
163801	163827	023232	EVANSVILLE TRADING	RTE. 58	VT	05860	1	1			90388	(802) 754-6305
163801	163828	290293	HALL'S HANDY MART	13 MILL ST	VT	05843	1	1			90215	(802) 472-6677
163802	163827	114265	FOOD STOP	RTE 5	VT	05001	1	1		2438-0000		(802) 295-7529
163802	163827	227654	FOODSTOP	RTE. 12A, EXIT 20	NH	03784	1	1		2438-0000		(603) 298-7923
163802	163827	542332	FOODSTOP	89 MAIN ST	NH	03784	2	2		2438-0000		(603) 298-6842
163802	163827	542332	FOODSTOP	89 MAIN ST	NH	03784	2	2		2438-0000		(603) 298-6842
163802	163827	643737	FOOD STOP INC.	73 S MAIN ST	NH	03755	1	1		2438-0000		(603) 643-9750
163802	163827	755242	PROCTORS STORE	RT 4A	NH	03749	1	1		2438-0000		(603) 643-9750
163803	163825	031254	FOOD STOP	209 RIVER ST	VT	05156	2	2		2438-0000		(802) 885-5310
163803	163825	044708	T-BIRD MINI MART	24 ROCKINGHAM ST	VT	05101	1	1		5486-0000		(802) 463-4008
163803	163825	075253	T-BIRD MINI MART	ROUTE #202	NH	03440	2	2		5486-0000		(603) 588-6893
163803	163821	075253	T-BIRD MINI MART	ROUTE #202	NH	03440	2	2		5486-0000		(603) 588-6893
163803	163821	104143	CARRS STORE	RT 101	NH	03444	1	1		590090		(603) 563-847
163803	163821	104145	WAYNES FOOD MART	RT 101	NH	03440	1	1				(603) 588-6363
163803	163821	104413	DELAY INC. #349	FOREST RD	NH	03047	2	2			10349	(603) 547-3414
163803	163824	104419	LANCOT GROCERS INC	425 S STARK HWY	NH	03281	1	1			10059	(603) 529-7137
163803	163825	361212	GUILD RD CTRY FARE	GUILD ROAD	NH	03773	1	1		5486-0000		(603) 622-3753
163803	163825	361212	GUILD RD CTRY FARE	GUILD ROAD	NH	03773	1	1		5486-0000		(603) 622-3753
163803	163825	907480	T-BIRD MINI MART	50 CLINTON ST	VT	05156	3	3		5486-0000		(802) 885-3386
163803	163825	907480	T-BIRD MINI MART	50 CLINTON ST	VT	05156	3	3		5486-0000		(802) 885-3386
163805	163820	318158	CUSTEAUS MKT	RT 111 SHOPPERS V	NH	03826	2	2			10465	(603) 382-5478
163806	163824	691347	AUBURN MARKET #1	289 CHESTER RD	NH	03032	2	2			10136	(603) 483-8176
163806	163824	778464	GOLOMB'S	66 UNION ST	NH	03103	2	2			90512	(603) 625-8755
163807	163826	104991	BOB'S KWIK CHEK	S. MAIN ST. ROUTE	NH	03264	1	1			90512	(603) 536-1880
163807	163826	104993	BOBS SUREFINE	MAIN ST	NH	03217	2	2			90061	(603) 837-9153
163807	163827	105247	TOP-OF-THE-HILL STO	ROUTE 135-DALTON	NH	03598	2	2			10057	(603) 837-2646
163807	163827	633097	MARTIN'S FOOD BASKE	21 JEFFERSON RD	NH	03598	2	2			10057	(603) 837-2646
163807	163826	702881	LIBERTY ROCK COUNT	RR 1 BOX 8	NH	03240	1	1			90513	(603) 523-7309
163807	163826	755134	TENNEY MT. KWIK-CHEC	494 TENNEY MOUNTA	NH	03264	2	2			90513	(603) 536-3352

PAGE BREAK TOTAL ACCOUNTS

41

TOTAL QUANTITY

75

TEMPLATE TOTAL ACCOUNTS

41

TOTAL QUANTITY

75